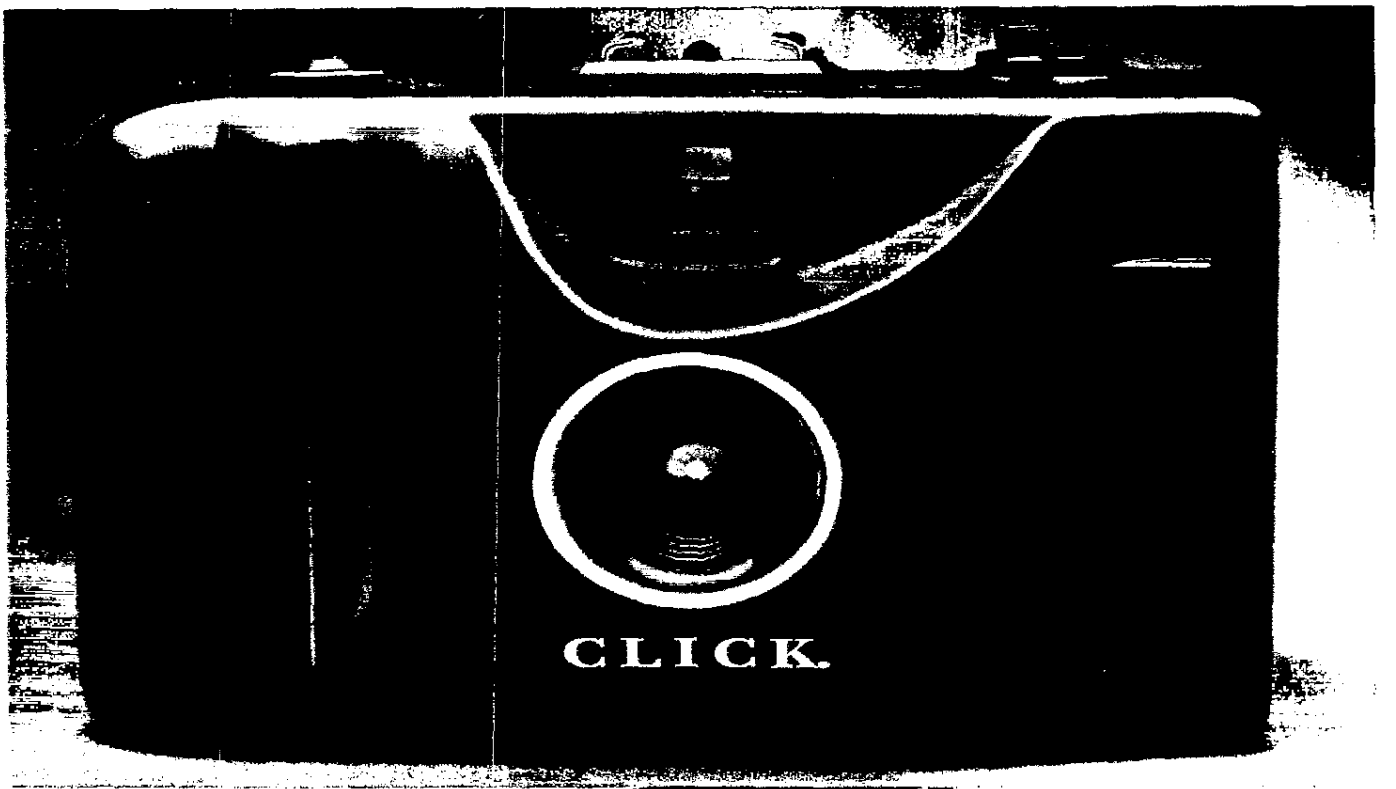
Source: https://www.industrydocuments.ucsf.edu/docs/mjby0004



That's right. Just fill in a few blanks about yourself and we'll give you this 35mm camera totally free. Plus, just for shooting off a few quick answers, you could qualify to get in on other hot offers and cool deals on your favorite smokes. So, what are you waiting for? Grab a pen and snap to it.

2042841905

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Moisten and seal before mailing

9990199999999999
Sample A. Samples
123 Any Street
Anytown, US 00000

Use the lines below to print name and address corrections only.

Free Camera Offer good until [illegible]. Please allow 10 to 12 weeks for delivery. Only manufacturer's warranty applies. Not responsible for lost, late, misdirected or postage-due mail. Offer good only in U.S.A. Consumer Survey Associates Camera. Offer is limited to one per person regardless of the number of surveys completed. Your camera is not returnable for exchange. Survey is not transferable. No photocopies or facsimiles will be accepted. Void where otherwise prohibited, taxed or licensed.

Do you smoke cigarettes? ❑ Yes ❑ No, but please send me my free camera anyway (skip to questions 15-16).

By signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law.

Signature (required) X _____ Birth Date (required) ___/___/___ Month Day Year

Phone Number (___) _____ Area Code Today's Date ___/___/___ Month Day Year

1. What is your regular brand of cigarettes–that is, the brand you smoke most often?

_____ (brand)

2. Is your regular brand...? (Check one.)
❑ Regular/King Size ❑ 100's ❑ 120's

3. Is your regular brand...? (Check one.)
❑ Menthol ❑ Non-Menthol

4. Is your regular brand...? (Check one.)
❑ Filter ❑ Non-Filter

5. Is your regular brand...? (Check one.)
❑ Lowest/1mg Tar ❑ Medium
❑ Light/Mild ❑ Full Flavor
❑ Ultra/Extra Low Tar

6. Do you usually buy it by the...? (Check one.)
❑ Pack ❑ Both Ways
❑ Carton

7. How long have you smoked this brand?
❑ Less than 1 year ❑ 3 to 5 years
❑ 1 to 2 years ❑ Over 5 years
❑ 2 to 3 years

8. What, if any, was your previous brand?

_____ (brand)

9. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)
❑ Go to another store to buy my regular brand.
❑ Buy another type or length of my regular brand.
❑ Wait until the store has my regular brand.
❑ Buy a different brand entirely.

10. Which of the following statements best describes the way you use cigarette coupons? (Check one.)
❑ I use almost any cigarette coupon I get.
❑ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
❑ I only use coupons if they are for my regular brand.
❑ I never use coupons to buy cigarettes.

11. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

❑ Alpine	❑ Doral	❑ Now
❑ Basic	❑ GPC	❑ Parliament
❑ Benson & Hedges	❑ Kent	❑ Salem
	❑ Kool	❑ Store Brand/ Generic
❑ Best Buy	❑ Marlboro	
❑ Best Value	❑ Merit	❑ True
❑ Cambridge	❑ Misty	❑ Vantage
❑ Camel	❑ Monarch	❑ Virginia Slims
❑ Capri	❑ Montclair	❑ Winston
❑ Carlton	❑ Newport	

❑ Other (list below) _____ (brand) ❑ None

12. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? **Use as many lines as you need. Write in exact number of packs for each brand below. (Note: 1 carton = 10 packs.)**

Brand Name	# of Packs

13. Where do you usually buy your cigarettes? (Check one.)
❑ Supermarket Chain
❑ Neighborhood Grocery
❑ Convenience/Gas Station
❑ Drug Store/Pharmacy
❑ Discount Store

14. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

	Frequently	Occasionally	Never
I look for special offers for my regular brand...	❑	❑	❑
I take advantage of special offers for brands other than my regular brand...	❑	❑	❑

15. Are there other smokers in your household 21 years of age or older? Please print full names, birth dates and regular brands.

First Name M.I. Last Name

___/___/___ Birth Date Regular Brand

First Name M.I. Last Name

___/___/___ Birth Date Regular Brand

16. Do you have a friend, 21 years of age or older, who smokes and would like to receive free cigarettes and incentive items in the mail? Please print full name and phone number.

Name

(___) Area Code 2042841906 Phone Number

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Consumer Survey Associates
PO BOX 82594
LINCOLN, NE 68501-8934

Take a shot at this, smoker's survey.

P.O. Box 4129
Schaumburg, IL 60168-4129

Forwarding and Return Postage Guaranteed

Bulk Rate
U.S. Postage
PAID
Permit No. 17
Hebron, OH

9990199999999999
Sample A. Samples
123 Any Street
Anytown, US 00000

2042841907

HEY, SMOKER...CHECK THIS OUT.

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